

ORDER



Orders
Order / Rev: 187063
Alt Order #:
Product Desc: 100-Issue
Estimate: 2079-SMP Indiana 10.17-10.23
Flight Dates: 10/17/12 - 10/23/12
Original Date / Rev: 10/16/12 / 10/18/12
Order Type: GENERAL

RTV 6

Primary AE: Tara Washburn
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Waterfront Strategies
Buying Contact: Maura Gilroy
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Issue(D)Senate Majority PAC
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P2
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	45	\$21,560.00	\$18,326.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$21,560.00	\$18,326.00	0.00
Totals	45	\$21,560.00	\$18,326.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tara Washburn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	RTV 6	10/17/12	10/23/12	6-7A News/WRTV 6-7A News	CA	6-7A	MTWTF--	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--					2	\$300.00		0.00			
N 2	RTV 6	10/17/12	10/23/12	7-9a Good Morning America Good Morning America	CA	7-9A	MTWTF--	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--					3	\$300.00		0.00			
N 3	RTV 6	10/17/12	10/23/12	DY-9-10A/WRTV DY 9-10A	CA	9-10A	MTWTF--	:30	2	\$180.00	P2	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--					2	\$180.00		0.00			
N 4	RTV 6	10/17/12	10/23/12	10-11A/WRTV 10-11A M-F	CA	10A-11A M-F	MTWTF--	:30	2	\$125.00	P2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--					2	\$125.00		0.00			
N 5	RTV 6	10/17/12	10/23/12	The View The View	CA	11A-12N	MTWTF--	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--					2	\$300.00		0.00			
N 6	RTV 6	10/17/12	10/23/12	Midday News/WRTV Midday News	CA	12P-1230P	MTWTF--	:30	2	\$320.00	P2	0.00	NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--					2	\$320.00		0.00			

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 Estimate: 2079-SMP Indiana 10.17-10.23

RTV 6

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	RTV 6	10/17/12	10/23/12	1230-1P WRTV 1230-1P M-F	CA	1230P-1P M-F MTWTF--	:30	2	\$240.00	P2	0.00	NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	MTWTF--		2		\$240.00		0.00				
N 8	RTV 6	10/17/12	10/23/12	The CHEW The Chew	CA	1258P-2P MTWTF--	:30	2	\$220.00	P2	0.00	NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	MTWTF--		2		\$220.00		0.00				
N 9	RTV 6	10/21/12	10/21/12	ABC GMA SUN GMA SUN 8-9A	CA	GMA Sun -----S	:30	2	\$240.00	P1	0.00	NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	-----S		2		\$240.00		0.00				
N 10	RTV 6	10/17/12	10/23/12	3-4pm Katie Couric Show 3-4p Katie Couric Show	CA	3-4p MTWTF--	:30	2	\$110.00	P3	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	MTWTF--		2		\$110.00		0.00				
N 11	RTV 6	10/17/12	10/23/12	EF-4-5P/WRTV EF 4-5P	CA	4-5P MTWTF--	:30	2	\$525.00	P1	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	MTWTF--		2		\$525.00		0.00				
N 12	RTV 6	10/17/12	10/23/12	5-530P News/WRTV 5-530P News	CA	5P-530P MTWTF--	:30	3	\$565.00	P1	0.00	NM	3	\$1,695.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	MTWTF--		3		\$565.00		0.00				
N 13	RTV 6	10/17/12	10/23/12	530-6P News/WRTV 530-6P News	CA	530P-6P MTWTF--	:30	3	\$565.00	P1	0.00	NM	3	\$1,695.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	MTWTF--		3		\$565.00		0.00				
N 14	RTV 6	10/17/12	10/23/12	6-630P News/WRTV 6-630P News	CA	6P-630P MTWTF--	:30	3	\$565.00	P1	0.00	NM	3	\$1,695.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	MTWTF--		3		\$565.00		0.00				
N 15	RTV 6	10/17/12	10/23/12	7-730P News/WRTV 7-730P News	CA	7P-730p MTWTF--	:30	2	\$565.00	P1	0.00	NM	2	\$1,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	MTWTF--		2		\$565.00		0.00				
N 16	RTV 6	10/20/12	10/20/12	Sat 7-730p News Sat 7p News	CA	Sat 7P-730P -----S-	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	-----S-		1		\$250.00		0.00				
N 17	RTV 6	10/21/12	10/21/12	SU 6-630P News/WRTV Sun 6-630P News	CA	6-630P -----S	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	-----S		1		\$250.00		0.00				
N 18	RTV 6	10/17/12	10/23/12	M-F 730-8p AC 730-8P/WRTV	CA	730-8P M-F MTWTF--	:30	1	\$325.00	P2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	MTWTF--		1		\$325.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	RTV 6	10/17/12-10/23/12	M-F 730-8p		730-8P M-F		MTWThF----	:30	(\$325.00)	0.00	NM		
				See MG 18.2										
				[PROGRAM CHG.] Preempt										
	2	RTV 6	10/17/12-10/23/12	M-F 730-8p		730-8P M-F		M-----F----	:30	\$325.00	0.00	NM		
				Ⓜ MG for 18.1 10/23										
N 19	RTV 6	10/20/12	10/20/12	Sa 730-8P Sa 730-8P Access	CA	Sa 730-8P Access -----S-	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/17/12	10/23/12	-----S-		1		\$200.00		0.00				
N 20	RTV 6	10/22/12	10/22/12		CA	8-9p M-----	:30	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				MO 8-10pm Dancing											
				MO 8-9pm Dancing											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	M-----				1	\$4,000.00		0.00				
N 21	RTV 6	10/19/12	10/19/12	ABC Fri C	CA	10P-11P		----	F--		:30	1	\$1,000.00	P2 0.00 NM	1 \$1,000.00
				20/20											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	----	F--			1	\$1,000.00		0.00				
N 22	RTV 6	10/17/12	10/23/12	11-1135p News/WRTV 6A	CA	11P-1135P M-F		MTWTF--		:30	2	\$950.00	P1 0.00 NM	2 \$1,900.00	
				11P News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--				2	\$950.00		0.00				
N 23	RTV 6	10/17/12	10/23/12	Nightline	CA	1135P-1202A		MTWTF--		:30	2	\$225.00	P2 0.00 NM	2 \$450.00	
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--				2	\$225.00		0.00				
N 24	RTV 6	10/21/12	10/21/12	11-1135P Su News/WRTD	CA	11P-1135P Su Lt N		-----S		:30	1	\$950.00	P1 0.00 NM	1 \$950.00	
				11-1135P Su Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	-----S				1	\$950.00		0.00				
												Totals	45	\$21,560.00	